



Henry Williamson Promoted to CEO of iMedia International

Williamson and Chairman David MacEachern preview strategy to expand Company's iMedia Newspaper Network (INN) and new digital media technologies

SANTA MONICA, CA — October 3, 2006 — iMedia International (OTCBB: IMNL) Henry Williamson, iMedia's President of Newspaper Syndication and the former *Los Angeles Times* Director of Advertising, will become Chief Executive Officer and will take over management of the Company effective immediately. Co-founder, David MacEachern, will remain Chairman, and assume the role of Chief Architect. The announcement was made immediately following the launch of the Company's new iMedia Newspaper Network (INN).

"These are opportunistic times for our Company" said Williamson. "iMedia has all the right stuff – great people, great ideas and great technology. With our launch of the first ever interactive newspaper network, we are poised to execute on our strategic goals and build upon the Company's tradition as an innovators in developing interactive digital media. I am enthusiastic about what I believe we can accomplish going forward, and I am honored to be promoted to the position of Chief Executive Officer."

Mr. Williamson has a long history in newspaper publishing and advertising sales. During his nearly 10 year term at the *Los Angeles Times*, Mr. Williamson managed major retail advertising categories such as Consumer Electronics, General Merchandise, Sporting Goods and Department Stores, overseeing nearly 25% of the company's total advertising revenues. He also managed clients within the automotive, regional, and special sections categories of the newspaper. In 2004, Mr. Williamson was named as the "top manager" for the *LA Times*.

"We are watching our business grow every day. Media markets today are complex and rapidly evolving. We must continually look to acquire new talent in order to accomplish our business plan and further develop to a mature public company." said David MacEachern, iMedia co-founder and former CEO. "It's a great pleasure for me to promote Henry Williamson — my long-term colleague, and a great business leader — to the position of iMedia Chief Executive Officer."

About iMedia International, Inc.

iMedia International, Inc. is a digital publisher of proprietary interactive video magazines, and producers of custom digital media solutions for Fortune 1000 companies. iMedia partners with the publishers of newspapers and magazines to create unique digital supplements or interactive enhancements for their traditional print publications. iMedia's digital technology has ushered in a new paradigm in the delivery of advertising and content. By converging print, audio, video and the Internet, viewers now have the ability to experience a truly interactive, mixed-media experience in a way that seamlessly melds content, sponsorships and advertising messages. iMedia's products have proven to engage viewers at a greater rate, and for longer periods of time, than print, audio or video advertising alone. A key feature of iMedia's technology is its iReporting™ real-time, online tracking system, which provides quantitative data on disc viewer-usage patterns, displaying in numbers the effectiveness of iMedia's marketing and promotional campaigns. iMedia also offers expert digital media solutions services, including: strategic planning, content aggregation and production, disc audio/video design, authoring, editing and compression, disc packaging, manufacturing and distribution.

Forward Looking Statements

The information in this news release includes certain forward-looking statements that are based upon assumptions that in the future may prove not to have been accurate and are subject to significant risks and uncertainties, including statements to the future financial performance of the Company. Although the Company believes that the expectations reflected in its forward-looking statements are reasonable, it can give no assurance that such expectations or any of its forward-looking statements will prove to be correct. Factors that could cause results to differ include, but are not limited to, successful performance of internal plans, product development and acceptance, the impact of competitive services and pricing, general economic risks and uncertainties, and various other information detailed from time to time in the Company's filings with the United States Securities and Exchange Commission. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date thereof. Please refer to the full filing of the Company's Quarterly Report on Form 10-QSB at <http://www.sec.gov>.

Contact Information

iMedia International, Inc.
Kelly Konzelman, Executive Vice President
1721 21st Street
Santa Monica, CA 90404
Phone: 310.453.4499
Fax: 310.453.6120
kellyk@imedia-intl.com

Investor Relations:
The Investor Relations Group
Erika Moran/Tom Caden
(212) 825-3210
Public Relations:
The Investor Relations Group
Susan Morgenbesser
(212) 825-3210